

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
Group Art Unit 2623



1flu

Patent Application

Gary A. Van Prooyen, et al.

Application No. 10/659,228

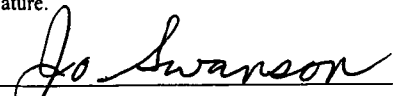
Confirmation No. 3486

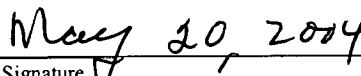
Filed: September 10, 2003

Examiner: Not Yet Assigned

"METHOD AND SYSTEM FOR PROVIDING
BENEFITS TO RETAIL CONSUMERS"

I, Jo Swanson, hereby certify that this correspondence is being deposited with the US Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date of my signature.


Signature


Date of Signature

INFORMATION DISCLOSURE STATEMENT
PURSUANT TO 37 CFR §1.97(b)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

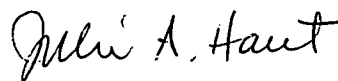
Sir:

The Examiner's attention is directed to the references which are listed on the attached Form PTO/SB/08A and/or PTO/SB/08B. We have attached a copy of the non-patent literature document.

Citation of these references is respectfully requested.

No concession is made that these documents are prior art, and Applicant expressly reserves the right to antedate the documents as may be appropriate.

Respectfully submitted,



Julie A. Haut
Reg. No. 51,789

File No. 086399-9081-00
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Substitute of Form 1449/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary) Sheet 1 of 1		Application Number	10/659,228
		Filing Date	September 10, 2003
		First Name Inventor	Gary A. Van Prooyen
		Group Art Unit	2623
		Examiner Name	Not Yet Assigned
		Attorney Docket Number	086399-9081-00

U.S. PATENT DOCUMENTS

Examiner Initials	U.S. Patent Document Number	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document
/YR/	6,026,370	Jermyn	2/15/2000
/YR/	5,185,695	Pruchnicki	2/9/1993
/YR/	4,723,212	Mindrum et al.	2/2/1988

FOREIGN PATENT DOCUMENTS

Examiner Initials	Country Code	Foreign Patent Document Number	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document	Translation	English Abstract

Examiner Signature	/Yehdega Retta/	Date Considered	03/08/2009
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Substitute for form 1449B/PTO

Complete if Known**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

Application Number	10/659,228
Filing Date	September 10, 2003
First Named Inventor	Gary A. Van Prooyen
Group Art Unit	2623
Examiner Name	Not Yet Assigned
Attorney Docket Number	086399-9081-00

Sheet 1 of 1

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTSExaminer
Initials

Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, pages(s), volume-issue numbers(s), publisher, city and/or country where published.

/YR/

JAMES CIGLIANO et al., The Price of Loyalty, The McKinsey Quarterly 2000 Number 4.

Examiner
Signature

/Yehdega Retta/

Date
Considered

03/08/2009

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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